



NEWS RELEASE

PRESS OFFICE

Release Date: October 27, 1999
Release No. 99-91

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NATIONAL SATELLITE BROADCAST FOR WOMEN BUSINESS OWNERS SCHEDULED FOR NOVEMBER 2

WASHINGTON—“*Millennium Money Matters: Financing for Stability and Growth*,” the third in a series of national satellite conferences cosponsored by the U.S. Small Business Administration, will be broadcast Tuesday, November 2 at 7:30 p.m. (EST). The conference is designed to help women entrepreneurs develop winning small business strategies. It focuses on financial issues from how to apply for a loan to financing options in the 21st century.

“This conference will provide women business owners with the knowledge they’ll need to obtain the necessary capital for business growth and sustainability,” said SBA Administrator Aida Alvarez. “It also gives them the opportunity to learn from fellow entrepreneurs and share their knowledge and experience with others.”

The conference program includes a question-and-answer session with the studio audience and call-in participants. The program will address frequently-asked questions such as:

- What is creditworthiness?
- How do I apply for a loan?
- Where do I go for help?
- What should I include in a business plan?
- What do I do if I am denied a loan?
- How will financing change in the 21st century?

Featured speakers for the session include:

Jane Butler, associate administrator of the SBA’s Office of Financial Assistance. Ms. Butler’s office administers the SBA’s popular 7(a), 504 and microloan lending programs. She is responsible for oversight of a small business loan portfolio valued at nearly \$40 billion.

Wendy Workmeister, president of the Wisconsin Women’s Business Initiative Corporation. Ms. Workmeister is also director of small business development for the Milwaukee Area Technical College and was named SBA’s Women’s Business Advocate of the Year in 1996.

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Whitney Johns, co-founder and CEO of Whitney Johns and Company, which specializes in mergers and acquisitions and Capital Across America, which is dedicated to increasing women's access to venture capital funding. Ms. Johns is also chairman of the board of the Nashville Branch of the Federal Reserve Bank of Atlanta.

Simone Desjardins, senior vice president and area manager of the Business Development Bank of Canada. Ms. Desjardins provides financial and consulting services to small businesses in the Toronto area.

Women business owners can participate in the satellite conferences through many of the 4,500 Edward Jones investment company locations in the U.S. and Canada, as well as SBA-sponsored small business development centers, chambers of commerce, business councils and other organizations nationwide. Organizations interested in receiving the downlink should contact the Edward Jones company at the number or Web site listed below.

The conference will be broadcast live from 7:30 p.m. to 8:30 p.m. (ET). Admission is free but seating is limited. To find the satellite locations nearest you and to reserve your seat, call **1-800-441-1384** or visit the Edward Jones and IBM Web sites at **www.edwardjones.com** or **www.ibm.com**. You may also access the Edward Jones site through the SBA's Online Women's Business Center at **www.onlinewbc.org**.

The first two conferences in the series, *Millennium Marketing: Practical Tips for Today and Tomorrow* and *Millennium Management: Practical Advice to Grow Your Business*, are now available on videotape through your local Edward Jones office.

Cosponsors of the event include the investment firm Edward Jones, IBM, the U.S. Chamber of Commerce, the American Business Women's Association, the SBA's Office of Women's Business Ownership, and the agency's resource partners — SBA's Service Corps of Retired Executives and SBA's Small Business Development Center Program.

For more information on other U.S. Small Business Administration programs and services, contact the **SBA Answer Desk** at **1-800-U-ASK-SBA** or visit the agency's web site at **www.sba.gov**.

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